

July Clearance Sale

A Decisive Drop Down of Prices on All Summer Goods to Force a Quick, Positive and Final Clearance

Sensational Reduction on Dress Skirts

One Special of 40 Skirts consisting of colored and black wool skirts formerly priced from \$3.50 to \$10.00 for quick July Clearance, choice **\$1.98.**

150 Black and Colored Dress Skirts

Reduced **1-5**, all new spring styles, the cream of our stock in this assortment. Regular prices range from \$3.50 to \$18.00 for July Clearance Sale, **1-5 Off.**



Ladies Waists at Extraordinary Reduction

Many styles and all sizes, some suitable for all the year wear. All now bear extremely interesting price tags. Sixty shear mull waists, finest of our stock priced at from \$1 to 3.50 at **1-4 OFF**

One lot of slightly soiled waists consisting of mull and tailored colored gingham and black lawns at **Just 1-2 Price.**

Best Chance to Buy Table Linen

Our entire big stock of table linen and napkins ranging in price from 50c to \$1.75 for table linen, \$1.25 to 6.00 per dozen for the napkins. For this July clearance sale, **Reduced 15 Per Cent.**



Colored and black silk gloves long or short **Reduced 1-5**



Knit Underwear

10c Vests **8c**
12 1/2c Vests **10c**
15c Vests **12 1-2c**
18c Vests **15c**
25c Vests **21c**
25c Union Suits **21c**
50c Union Suits **42c**
\$1.00 Union Suits **85c**
Children's Knit Underwear reduced **1-5**

This July Clearance Sale is the supreme money saving event in a decade. And when we make this broad sweeping claim we speak from our extensive knowledge of goods, prices, and former special sales held in this store and elsewhere. It is a stock reducing event of gigantic proportions and will be bound to interest every person within a hundred miles of this store.

In the volume of faultless and desirable merchandise embraced, in its reckless disregard for former prices, real values and possible profits, this July Clearance Sale will surpass any ever attempted.

With over three months of hot weather before you, we have set aside this particular time for adjusting our stocks and completely clearing out all Summer goods. And in order to accomplish our object as quickly as possible we offer you values that speak more convincingly, than any words we might use, of how deep we have sent the price knife into former costs.

Your Opportunities to Profit Are Practically Without Limit, As Every Department Offers Hundreds Upon Hundreds of Bargains That Are Absolutely Without Parallel.

SALE BEGINS THURSDAY MORNING, JULY 6, 8 O'CLOCK SHARP CONTINUES UNTIL MONDAY NIGHT, JULY 31

Women's Costumes and Dresses at Clearance Prices

at such reductions as these they are not likely to tarry long in the store, so don't delay another day in making your selection.

One Lot Silk Dresses

In navy blue, Alice, and white and blue stripe foiled silks as follows: \$12.50 dresses **\$9.38**, \$13.50 dresses **\$10.13**, \$15.00 dresses **\$10.75**, \$18.00 dresses **\$13.50.**

One Lot Gingham, Lawn and Percale Dresses Plain check and stripe effects, reduced for clearance sale as follows: \$6.00 dresses at **\$4.50**, \$8.00 **\$3.75**, \$3.50 dress **\$2.63**, \$3.00 dresses **\$2.25**, \$2.50 dresses **\$1.88**, \$2.00 dresses **\$1.50**, \$1.50 values **\$1.13**, \$1.25 values **94c.**

One Lot House Dresses and Wrappers formerly prices \$1 to 1.50 clearance price **69c**

One Lot 2-Piece White Lawn Dresses embroidery and lace trimmed formerly priced \$3.50 to \$4, now offered for clearance at **98c each**

WASH SUITS

of white and blue duck in Ladies and Misses sizes. Regular 3.50 values for clearance **\$1.98**

Dressing Sacques, Kimonos

Everything in the line reduced **1-4.**

10 per cent Reduction on all goods not mentioned in this circular.



Muslin Underwear

No woman who loves fine underwear will delay in stocking up while these unparalleled clearance prices prevail. Entire line of muslin underwear

Reduced 20 Per Cent

Largest and Finest variety in Central Michigan to pick from.

Women's T'r'd Suits Below Whol's'le Prices

You need another suit to finish the season ship shape. Here are some of the best models of the season. Of prices way below wholesale figures.

One Lot of 15 Medium Light Spring Suits

Regularly priced at \$15.00, 18.00, 20.00, 22.50, 25.00, 27.50 and 28.50 now reduced to **\$9.75, 9.98, 12.75, 13.75, 15.75, 16.75 and 17.75** respectively.

One Lot of Thirty Navy Blue and Black Suits reduced for the first time.

\$12.50 Suits now	\$9.38	25.00 Suits now	\$18.75
14.00 " "	10.50	27.50 " "	20.62
16.50 " "	12.12	28.50 " "	21.38
18.00 " "	13.50	30.00 " "	22.50
20.00 " "	15.00	35.00 " "	26.25
25.00 " "	16.88		

One Lot of 14 Good Style Suits Formerly priced from \$12.50 to 27.50, all dark colors and black All sizes. Choice while they last **\$4.98**

LADIES' COATS

We have 30 coats, tweeds, serges and mixtures; all new this season. Your choice of the lot at **1-3** less than the reg. price. Ladies' Silk Coats, Serge Coats in blue's and black at **1-4 Off** **One Lot of Short Navy Blue and Covert Coats** former price ranging up to \$10.00, your choice in this July Clearance Sale **\$2.49** All Children's Coats **1-4 Off** 15 Rain Coats in Ladies sizes from \$8.50 to 12.50 reduced **1-4**

Childrens Wash Dresses

Play Suits, Wrompers, and Buster Brown Suits in all sizes from 2 to 14 years, made of white mull, white duck, colored ginghams, percales and lawn, all included in this July Clearance Sale. 25c dresses **19c**, 30c dresses for **42c**, 75c dresses for **62c**, \$1.00 dresses for **79c**, \$1.25 dresses for **98c**, \$1.50 dresses for **\$1.19**, 2.00 dresses for **\$1.59**. All others reduced proportionately.



Silks and Dress Goods Humbled

Yes, these aristocratic weaves, these beautiful colors and these rich fabrics of luxuriously soft texture, actually feel humiliated to be seen in company with such insignificant price tags. All colored and black silks **Reduced 20 Per Cent.** All colored dress goods **Reduced 15 per cent.** Many special lots at extra deep cuts.

Pretty Neckwear and Jewelry Have Reached the Bottom

Useless to wait for a better opportunity. Good stylish neck wear for women and misses will never be offered at lower prices than these.

All Reduced 1-4



HENDERSON
Fashion Form
Corsets

Our big stock of Henderson and W. B. Corsets reduced as follows:

50c Corsets **42c**
\$1.00 Corsets **85c**
1.50 Corsets **\$1.28**
2.00 Corsets **1.70**
2.50 Corsets **2.13**
3.00 Corsets **2.55**

Hand Bags

Big stock **1-4 Off.** At least **10 per cent Off** on all goods not mentioned.

Greatest Domestic Sale

Our stock of Sheetings, Tickings, Calico's, Ginghams and Outing-flannels is the heaviest that it has ever been and so clearing prices get an extra deep cut on these staple necessities.

12 1/2c yard-wide Lonsdale Bleached Cotton now	10c
10c Gold Medal " " "	8 1-2c
9c Unbleached Muslin " " "	8c
7c Unbleached Muslin " " "	5 1-2c
28c 7-4 Lockwood Wide Bleached Sheetting	23c
30c 8-4 Lockwood Wide Bleached Sheetting	25c
32c 9-4 Lockwood Wide Bleached Sheetting	27c
Unbleached 2c per yard less.	
42 inch 10c Pillow Cotton	14c
45 inch 18c Pillow Cotton	16c
Best Apron Gingham, per yard	6 1-2c
5000 yards of Best Print, per yard	5 1-2c
2000 yards of Pest Yard-wide Percale, per yard	10c
8c White Outing Flannel, per yard	5c
8c Colored Outing, per yard	6 1-2c
10c White Outings, per yard	8c
10c Colored Outing, per yard	8c

Hundreds of Bargains

too numerous to mention here will be shown in every department throughout the month. Don't miss bring here at least once a week during July.

Extra help has been secured and quick service is assured everyone.

The largest exclusive stock of Dry Goods, Cloaks and Carpets in Central Michigan, to choose from and everything sold regardless of cost

D. W. ROBINSON

Two Stores,

Alma, Mich.

Curtains and Curtain Material

Immense stock to choose from, all curtains yard goods, white or colored, reduced **20 per cent.** 500 pairs of Lace and Heavy Curtains at **1-4 Less** than regular price.

Carpets and Rugs

Our July Clearance Sale of Carpets and Rugs offers the chance of a life time to buy high grade floor coverings. Best Lowell Ingrains 75c values per yard **59c** Extra Super 2-ply Cotton Warp Ingrains, 60c values at **48c** 30c Granite per yd. **22c** 25c Printed Carpets, per yd. **20c** 35c Jap. Matting, **19c** One lot of 9x12 Velvet Axminster Rugs, regular \$22 and \$25 values, **\$16.50.** All other small and room sized rugs reduced **20 per cent.**

Linoleums

New patterns in 4 yd Linoleums. Best 70c grade, standard goods, per sq. yd. **59c.** 2-yard wide, same quality as above, per sq. yd. **49c.**